

Amendments to the Specification:

Please amend the paragraph beginning at page 2, line 21 as follows:

A typical scenario begins with a user observing a page with a link to audio or video content. The link may have, for example, JavaScript that opens a new client browser window when clicked. As shown in Figure 1, the URL that is the target of the link shown in browser 100 points to a BuildFrame Module 105 of a Media Frame Module 115 and passes, as URL arguments, a number of parameters that will be used to invoke the requested media presentation. The arguments may include, but are in no way limited to, the Broadcast Stream ID that identifies the media, the media format, the media data rate, the property, the space ID, and a series of arguments to indicate where advertisements can be played in the invoked media content. One example of URL arguments for an HTTP URL at the broadcast dot yahoo dot com domain in accordance with the present invention is:

~~//broadcast.yahoo.com~~/buildframe?id=123456&p=broadcast&f=654321&
m=wmv&r=56&a=0,30.

Please amend the paragraph beginning at page 5, line 3 as follows:

Created links that point to underlying media content should specify an "onClick" action to open a new browser window when the link is selected. In one embodiment, the opened browser window is set to a width of 640 pixels and a height of 440 pixels. For a reasonable appearance on a 640x480 display, the window should be positioned with "left" set to 0 and "top" set to 20. In addition, the toolbar, status, scrollbars, and resize properties should all be set to "no." An example of HTTP arguments for such a link at the broadcast dot yahoo dot com domain is:

~~//broadcast.yahoo.com~~/buildframe?id=161525&p=broadcast&
f=27062079&l=SAM&m=wmv&r=56&a=0,30" onClick="window.open
(~~http://best.yahoo.com/buildframe?id=161525&p=broadcast&f=27062079~~

('http://bcst dot yahoo dot com/buildframe?id=161525&p=broadcast&f=27062079
&l=SAM&m=wmv&r=56&a=0,30','Media','width=640,height=440,left=0,
op=30,toolbar=no,status=no,scrollbars=no,resize=no');return false">

Please amend the paragraph beginning at page 6, line 32 as follows:

The BuildFrame module may be initially invoked to build a frameset for the media presentation window. In one embodiment, MediaFrame module is invoked for each frame within a frameset. The following is one example of arguments for an HTTP URL with the broadcast dot yahoo dot com domain invoking the BuildFrame module:

//broadcast.yahoo.com/buildframe?id=123456&p=broadcast&f=654321&
l=SAM&m=wmv&r=56&a=0,30.

Please amend the paragraph beginning at page 12, line 2 as follows:

For example, assume a creation of a URL for a call to the BuildList Module for a Yahoo! Broadcast stream id of 123456 on a Windows Media Format video stream that has been encoded for a 56 kb/s connection. The stream is invoked from the property broadcast on a page with the spaceID of 654321, and there is no more than 60 seconds of advertisements inserted at the beginning of the stream. The arguments for an HTTP URL at the broadcast dot yahoo dot com domain to call would be:

//broadcast.yahoo.com/buildlist.asp?id=123456&f=654321&p=broadcast
&l=SAM&m=wmv&r=56&a=60.

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (Currently amended) A method for providing streaming multimedia
2 advertisements, the method comprising:
3 opening a browser window;
4 building a frame set in said browser window, said frame set comprising a media
5 player and a data frame;
6 constructing a directory, and thereafter searching said directory for files defining
7 the parameters of said frame set;
8 requesting a playlist by said media player, said playlist comprising a list
9 ~~identifying streaming advertisement and media content, wherein the list includes for each~~
10 ~~advertisement an indicator that indicates when the advertisement should be played in relation to~~
11 ~~the media content;~~
12 receiving said playlist at said media player, said playlist comprising a list of
13 references identifying streaming advertisement content and media content, wherein each
14 reference includes for each advertisement an indicator that indicates when the advertisement
15 should be played in relation to the media content;
16 connecting to at least one media server to retrieve said streaming advertisement
17 and said media content from said server;
18 pushing HTML content related to the streaming content to the browser window;
19 and
20 simultaneously playing said streaming content on said media player and
21 displaying said HTML content in the data frame.

1 2. (Currently amended) The method of claim 1, wherein pushing includes
2 ~~further comprising~~ providing the HTML content in said data frame in response to execution of an

3 embedded command in the streaming media content, wherein said HTML content is related to
4 the streaming content playing on said media player.

1 3. (Canceled)

1 4. (original) The method of claim 1, further comprising logging the play of
2 any advertisement on a server.

1 5. (Currently amended) The method of claim 1, wherein pushing includes:
2 ~~further comprising:~~
3 embedding a script command into the streaming media or advertisement content that
4 references a URL having said HTML content related corresponding to said streaming media or
5 advertisement content, wherein said HTML content is stored at a remote server to be displayed in
6 ~~said data window;~~
7 ~~matching HTML with said advertisement streaming content; and~~
8 ~~where the streaming content includes an advertisement, logging the viewing of~~
9 ~~said advertisement using said script command.~~

1 6. (previously presented) The method of claim 1, wherein the indicator
2 indicates that the advertisement be played one of before, during or after the media content is
3 played.

1 7. (New) The method of claim 6, further comprising, where the streaming
2 content includes an advertisement, logging the viewing of said advertisement using said script
3 command.

1 8. (New) A method for providing streaming multimedia content, the method
2 comprising:
3 opening a browser window;
4 building a frame set in said browser window, said frame set comprising a media
5 player and a data frame;

6 requesting a playlist for said media player;
7 receiving said playlist at said media player, said playlist identifying streaming
8 advertisement and media content, and an identifier identifying when the advertisement content
9 should be played in relation to the media content;
10 connecting to at least one media server to retrieve said streaming advertisement
11 and said media content from said at least one media server, wherein said streaming content
12 includes one or more embedded commands that references HTML content corresponding to said
13 streaming content;
14 playing said streaming content on said media player;
15 executing said one or more embedded commands to retrieve the referenced
16 HTML content; and
17 displaying the retrieved HTML content in the data frame concurrently with the
18 streaming content playing on the media player.

1 9. (New) A method for providing streaming multimedia advertisements, the
2 method comprising:

3 opening with a browser a browser window including a media player and a data
4 frame;
5 requesting a playlist for said media player,
6 receiving said playlist, said playlist comprising a list of references identifying
7 streaming advertisement content and media content, wherein each reference includes for each
8 advertisement an indicator that indicates when the advertisement should be played in relation to
9 the media content;
10 connecting to at least one media server to retrieve said streaming advertisement
11 and said media content from said at least one media server;
12 pushing HTML content related to the streaming content to the browser,
13 simultaneously playing said streaming content on said media player and
14 displaying said HTML content in the data frame.

1 10. (New) The method of claim 9, wherein pushing includes providing the
2 HTML content to said data frame in response to execution of an embedded command in the
3 streaming media content, wherein said HTML content is related to the streaming content playing
4 on said media player.

1 11. (New) The method of claim 9, wherein pushing includes embedding a
2 script command into the streaming media or advertisement content that references said HTML
3 content related to said streaming media or advertisement content, wherein said HTML content is
4 stored at a remote server.